# What Criteria Epson Seeks in Our EPD Partners?

Epson is looking for Independent Software Vendors who resell complete tablet-based POS or cloud solutions, including software, hardware, and services, as their primary business. They may qualify to become an EPD Partner.

| Category | Descriptions |
|---|---|
| Business Development | • Clearly defined **value-added applications, software, or service solutions** specific to Epson's target markets.<br>• **Proper sales organisation** and sales channels with a high level of expertise in **building a pipeline** of business opportunities.<br>• **Commitment to achieving sales volumes** within Epson's target markets. |
| Service and Support | • Staff and infrastructure for **pre- and post-sales customer support.**<br>• Defined **processes for the installation and integration** of solutions. |
| Compliance with Epson Policies | • Accept and adhere to the **EPD Program Agreement.**<br>• Sell only **genuine Epson products.**<br>• **Maintain financial stability** with good credit or access to an appropriate level of funding. |

## Q How to become an Epson EPD?

EPD Partners will be provided with support throughout the various stages, including registration, evaluation, and the journey toward becoming official partners. Additionally, we have planned annual engagement activities tailored to our partners.

| STEP 1 | STEP 2 | STEP 3 | STEP 4 | STEP 5 | STEP 6 | STEP 7 |
|---|---|---|---|---|---|---|
| Partner registration via website or by contacting respective Epson salesperson. | Business and software evaluation by Epson | Confirmation on passing the evaluation | EPD Contract Agreement | Issue EPD Official Certificate | Start yearly engagement activities | Yearly re-evaluation & contract renewal |

# EPSON

# EPSON POS DEVELOPER PROGRAM

**Experience the Future Today: Be a part of Epson POS Developer Program.**

Discover a realm of unparalleled opportunities and innovation by becoming a part of Epson POS Developer Program (EPD) ecosystem. We understand the unique demands of the tablet-based POS and Cloud solutions market, and we are ready to empower you to thrive in it. Don't miss your chance to elevate your business to new heights.

Ready to take the next step?

Visit epson.com.sg/mpos for more information.

**Epson POS Developer Program**

**Financial Benefits**
Access various incentive programs and tactical rebates to optimise cost savings and boost profitability for your business.

**Advanced Technical Support**
Gain access to demo units for integration, attend quarterly technical training sessions, and try out the latest products.

**Marketing Support**
Provide resources to enhance brand awareness through participation in various exhibitions and collaborative events.

# What is EPD Program?

**The Epson POS Developer Program (EPD) is an initiative that aims to create a strong and vibrant community of Point of Sale (POS) software developers.**

This community serves as a platform for collaborative efforts, with the overarching goal of fostering growth within the POS business sector. The EPD Program is intentionally designed with the following win-win partnership benefits in mind.

### Profitable and Incentivised
Maximises your earning potential as you grow your business with Epson.

### Develop Expertise in POS Market
Technical knowledge exchanges to keep up with latest trends.

### Collaborative
Build strong partnership to support each others to create new business opportunities.



DEVELOPER BUSINESS OPPORTUNITIES

# What do EPD partner expect to receive from Epson?



**Upon enrollment in the program** and subsequently on an annual basis, EPD Partners undergo evaluation by Epson. They are categorised into one of two tiers – **Gold or Platinum** – determined by their business profile, sales performance, technical and customer support capabilities.

**Upon successful evaluation** and contract signing, EPD partners receive an official certificate, signifying their official developer status with Epson.

**Certified EPD partners** gain privileged access to financial incentives, advanced technical support, and an array of marketing resources tailored to enhance revenue and facilitate the creation of new business opportunities.

## Benefits for EPD Partner:

| Category | Type of Activity* | GOLD | PLATINUM |
|---|---|---|---|
| **MARKETING RESOURCES** | Exhibitions / Events Sponsorhip | • Yes, subject to the actual event's objectives and scale<br>• Access to sales lead generation | • Yes, subject to the actual event's objectives and scale<br>• Access to sales lead generation |
| | Online Marketing Funds Support | • Yes, subject to the actual campaign's objectives and scale<br>• Success case study development | • Yes, subject to the actual campaign's objectives and scale<br>• Success case study development |
| | Software Solution Showcase | • Software solution showcase with Epson printers at targeted events or in the Epson Solution Center | • Software solution showcase with Epson printers at targeted events or in the Epson Solution Center |
| **FINANCIAL BENEFITS** | Incentive, Award & Recognition | • Volume incentive rebates<br>• Tactical rebates for selected sales program<br>• Bundle program<br>• Project price support<br>• Yearly EPD performance award | • Volume incentive rebates<br>• Tactical rebates for selected sales program<br>• Bundle program<br>• Project price support<br>• Yearly EPD performance award |
| | Demo Units Purchase | • Special purchase price of demo units<br>• Loan demo units<br>(subjective to stock availability) | • Free or Special purchase price of demo units<br>• Loan demo units<br>(subjective to stock availability) |
| **TECHNICAL RESOURCES** | On-Site End User Support | • Yes<br>Subjective to project scale/requirements | • Yes  **☑ PRIORITY**<br>Regular technical meeting during POC and Implementation |
| | Support during Integration / Customisation | YES | YES |
| | Access to Necessary Utility Tools | YES | YES |
| | Quarterly Training / Workshops / Technical Update | YES | YES |

*Terms and conditions apply to each activity.